

# Monthly Tourist Tax Data Analysis

## Tourist Tax Data and Statistics Report for Brevard County For Month Ending February 29, 2016



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# Tourist Development Council

April 12, 2016

Tourist Development Council  
Brevard County, Florida

## Tourist Tax Data and Statistics Report for month ending: February 29, 2016

Please find included herein the historical "Tourist Tax Data and Statistics Report" for the month ending February 29, 2016. The data in this report is grouped in accordance with guidelines as prescribed in Florida Statutes.

Please be advised of the following which affect the data grouping and reporting:

1. All information is unaudited.
2. "Gross Receipts" represents Tourist Tax Collection figures reported to the Tourist Development Office from the Tax Collector's Office and all statistics are based on tax returns submitted and paid. Statistics are subject to change due to subsequent collections and future enforcement action.
3. The geographical definition of current zones may be modified for compliance in future reporting.
4. Recent modifications to data reporting systems and regulations apply to data that is generated by our tax collection process and related systems. Third party data which may be obtained by us to provide enhanced statistics are outside such regulation, such as the STR report.
5. Please note the following for types of properties, which have been grouped for better organization and representation of the data:
  - Hotel / Motel represents all Hotels and Motels
  - Condos represents all Condominiums and Apartments
  - Vacation Rentals represents all Vacation Rentals, Single Family, Interval Owner, Cottage, Duplex, Mobile Home Park, Room, Rooming House, and Other
  - RV Park / Campground represents all RV Parks and Campgrounds

If I can be of further assistance to the Council, or should you wish to discuss this report further, please do not hesitate to contact me.

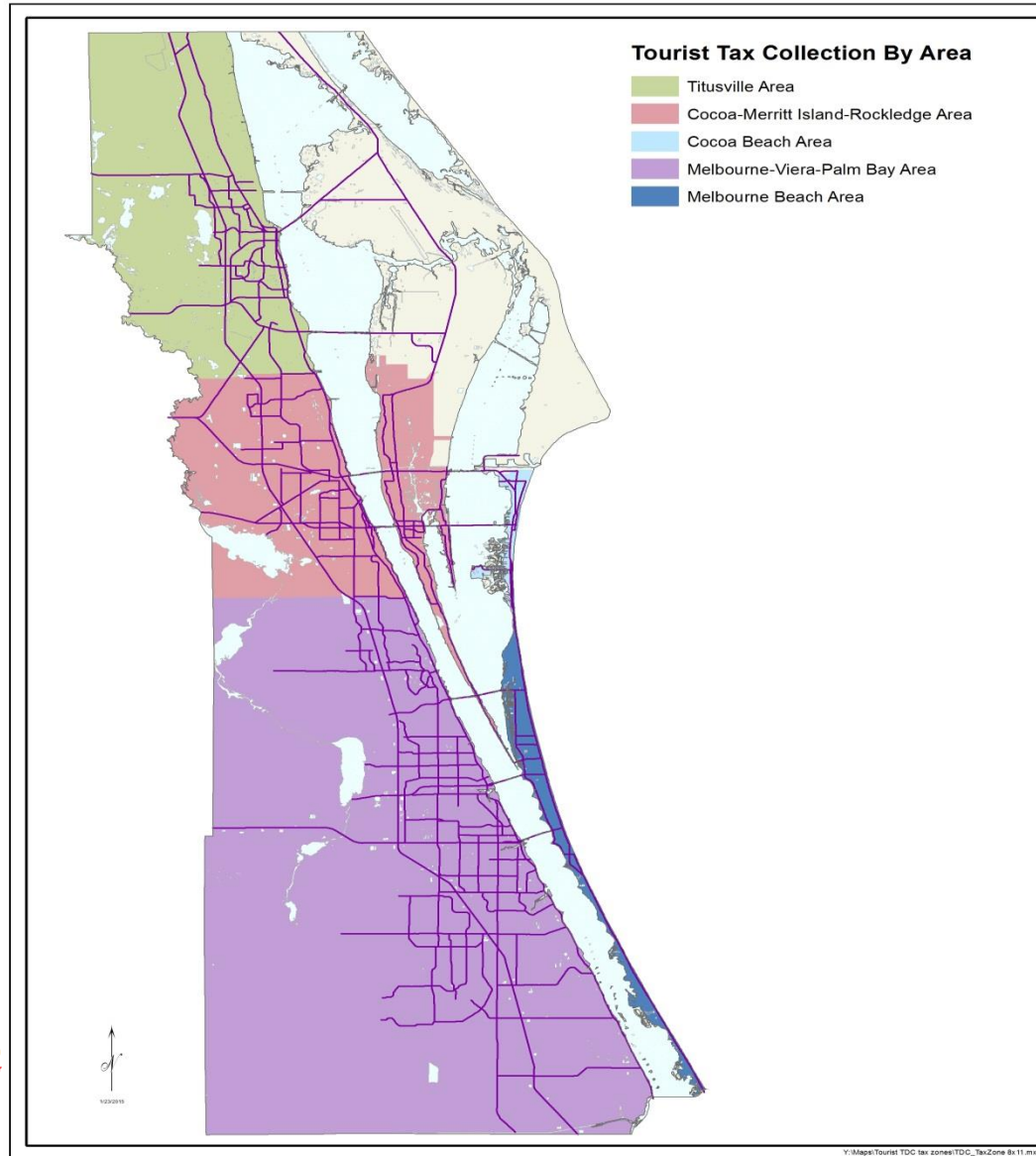


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Sincerely

Stacy DeLano  
Finance Director  
Tourist Development Office

# Map of Tourist Tax Collections by Area

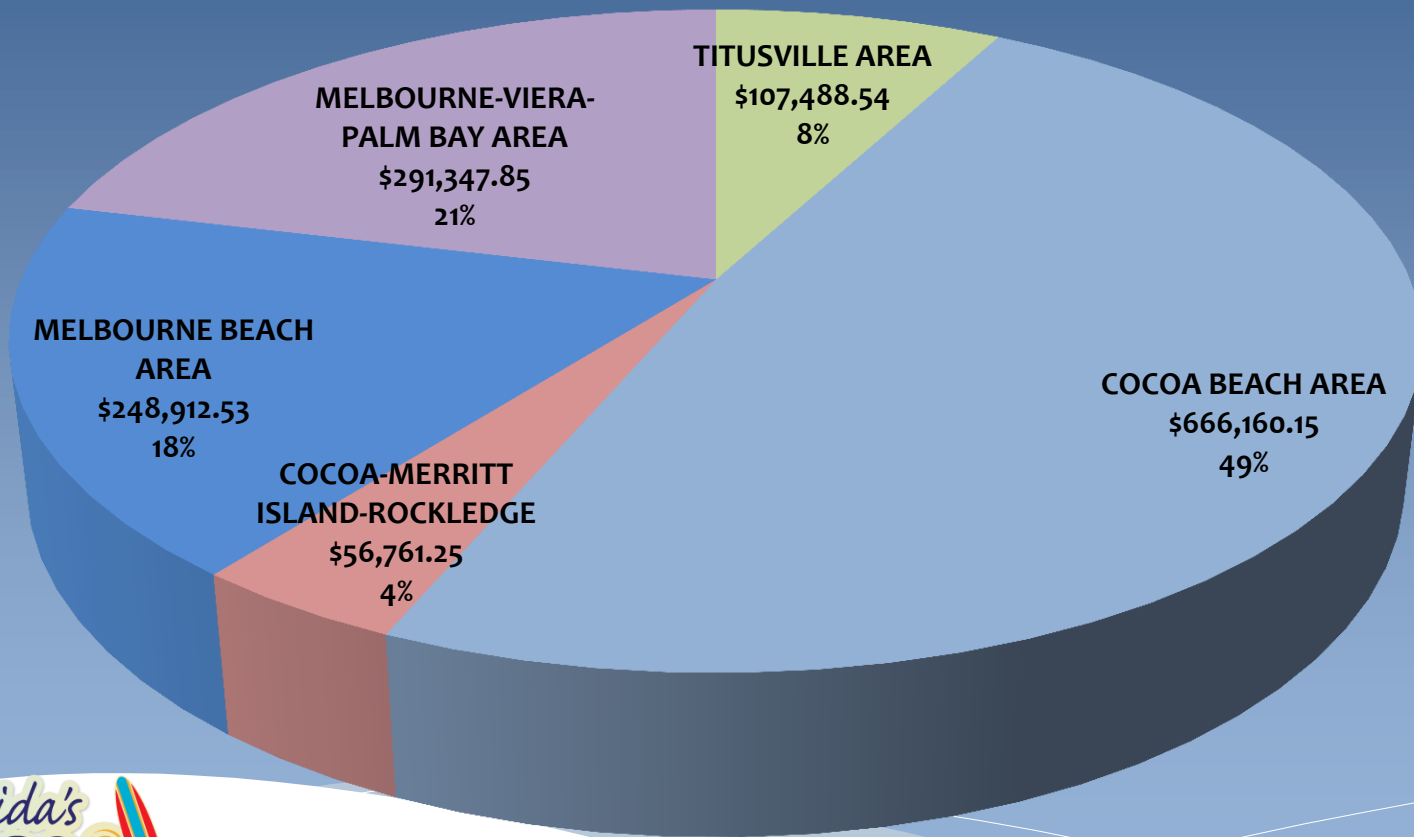


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# Tourist Tax Collections by Area

## February 2016



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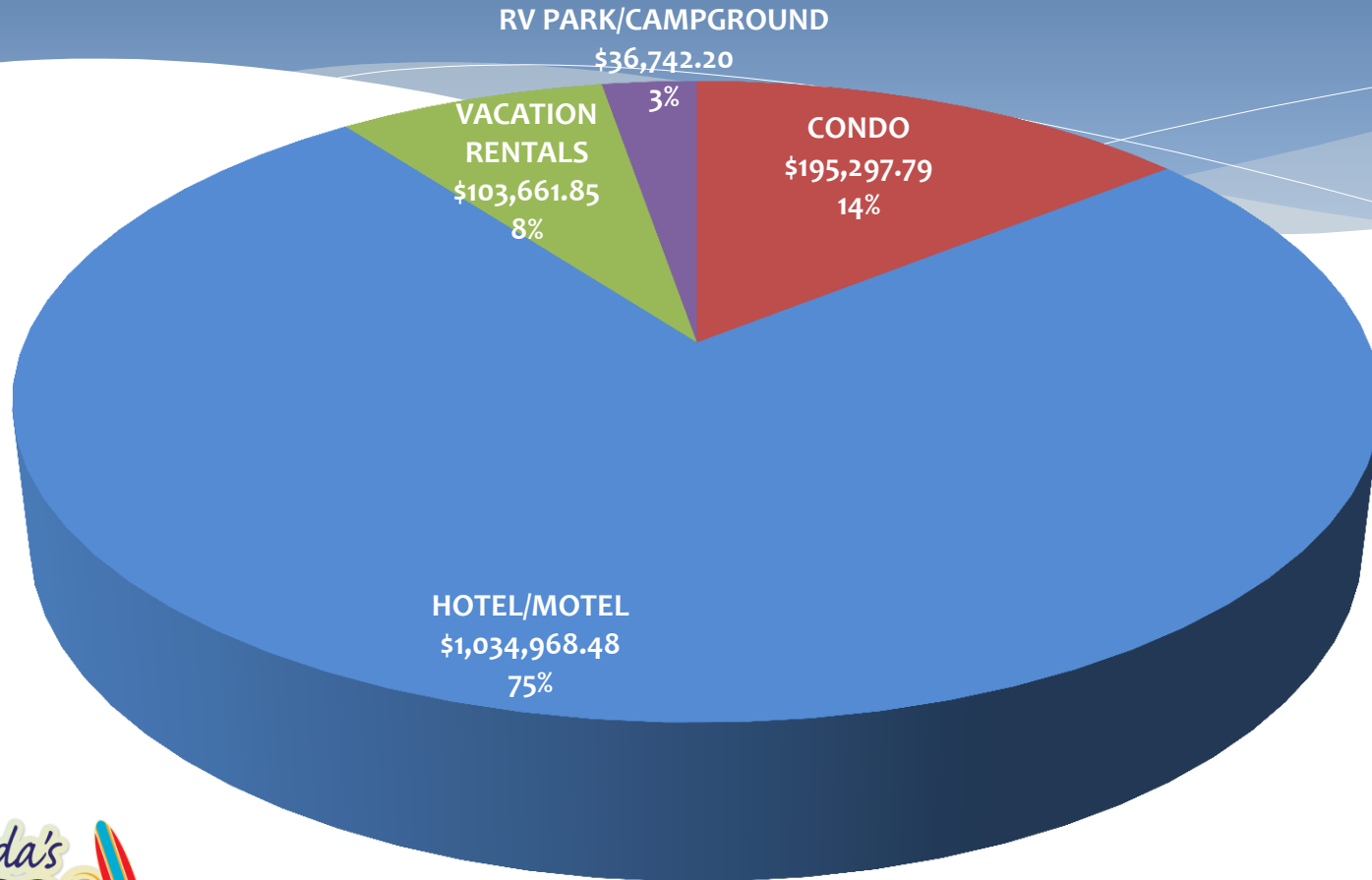
**\$1,370,670.32**

Brevard Tax Collector  
Lisa Cullen, CFC



# Tourist Tax Collections by Type

## February 2016

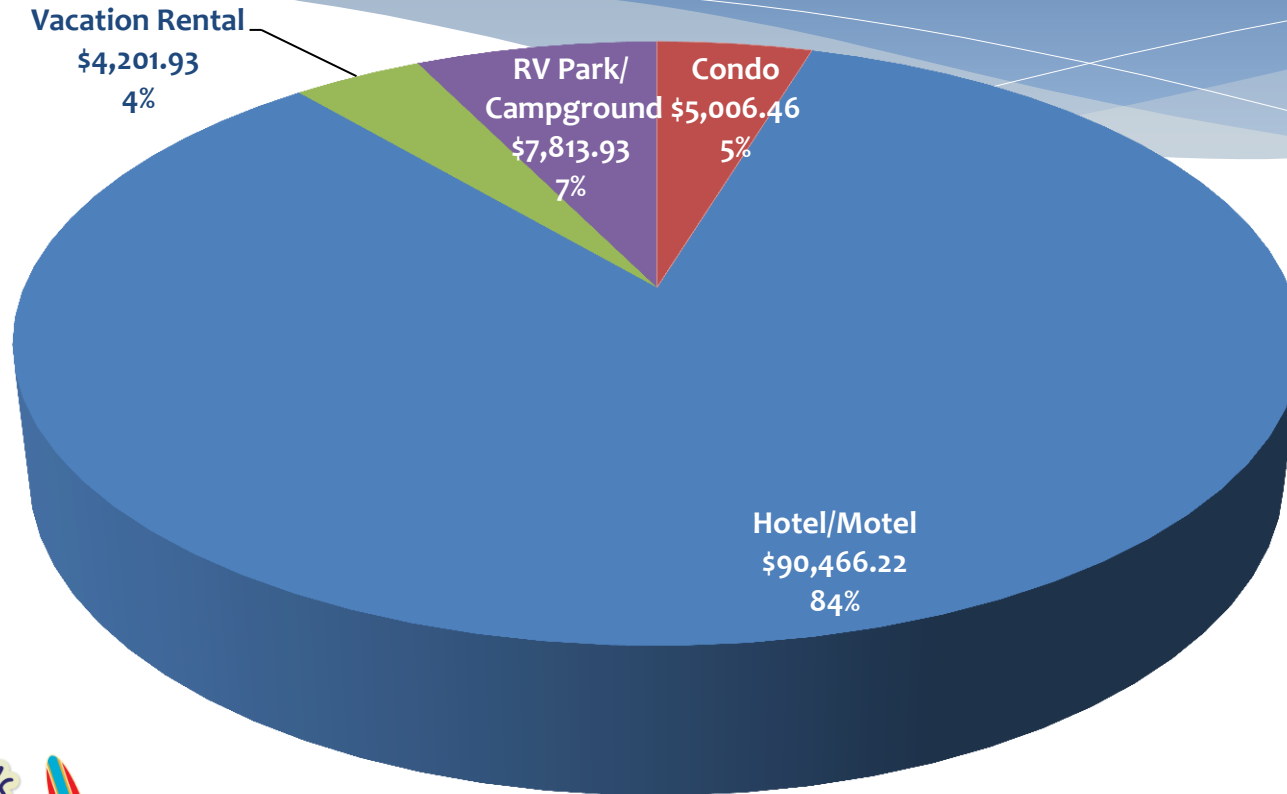


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1,370,670.32



# Titusville Area by Type February 2016



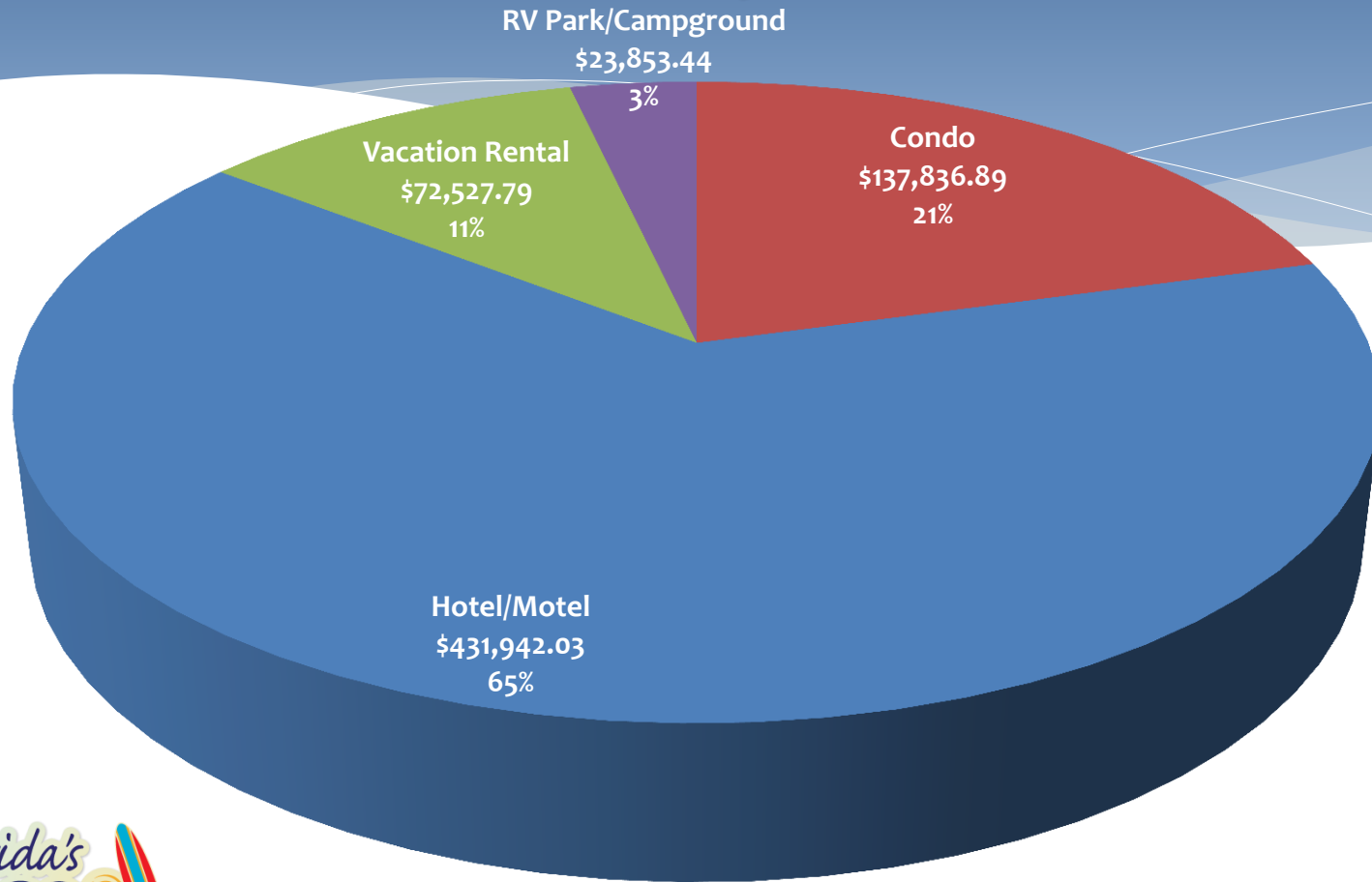
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**\$107,488.54**



# Cocoa Beach Area by Type

## February 2016



**\$666,160.15**

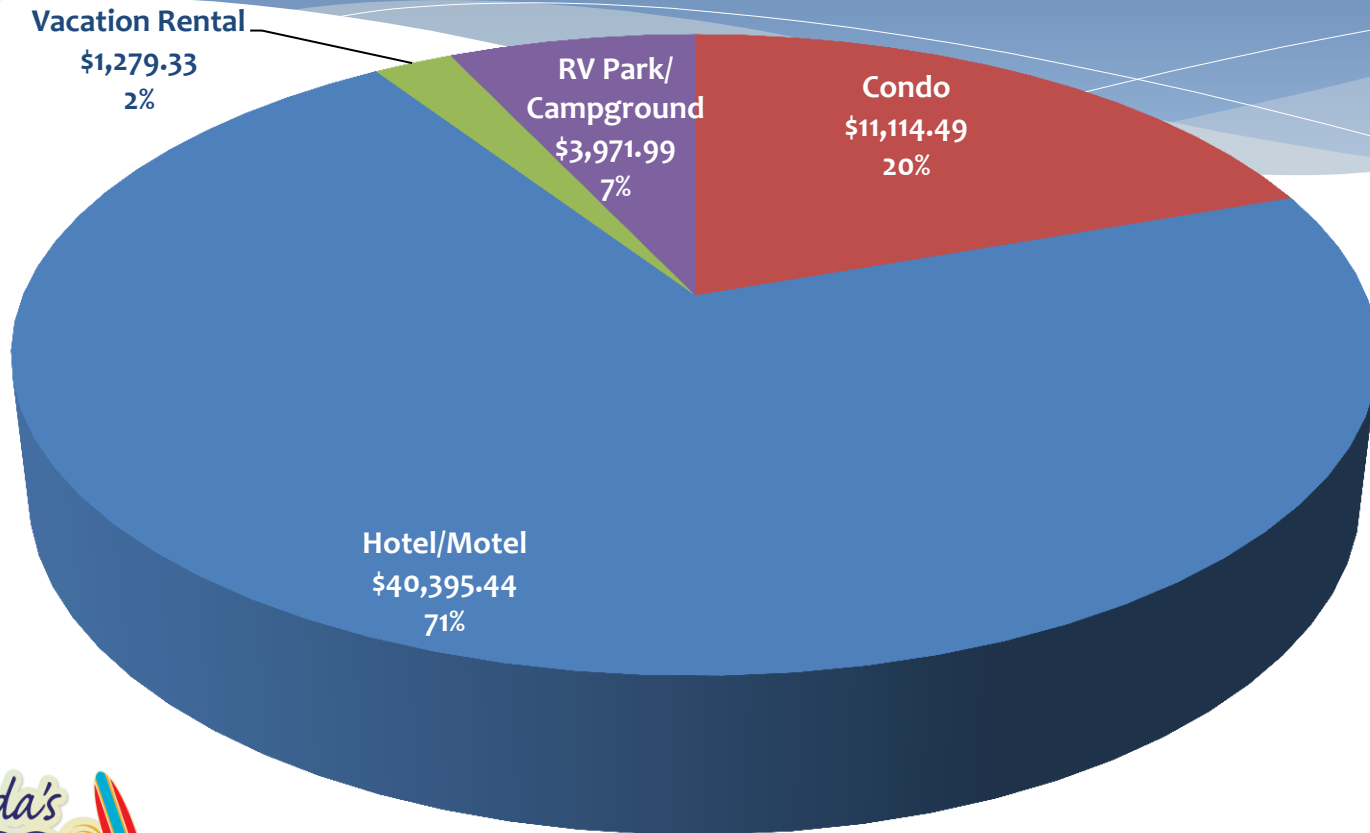


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# Cocoa-Merritt Island-Rockledge Area by Type February 2016



**\$56,761.25**

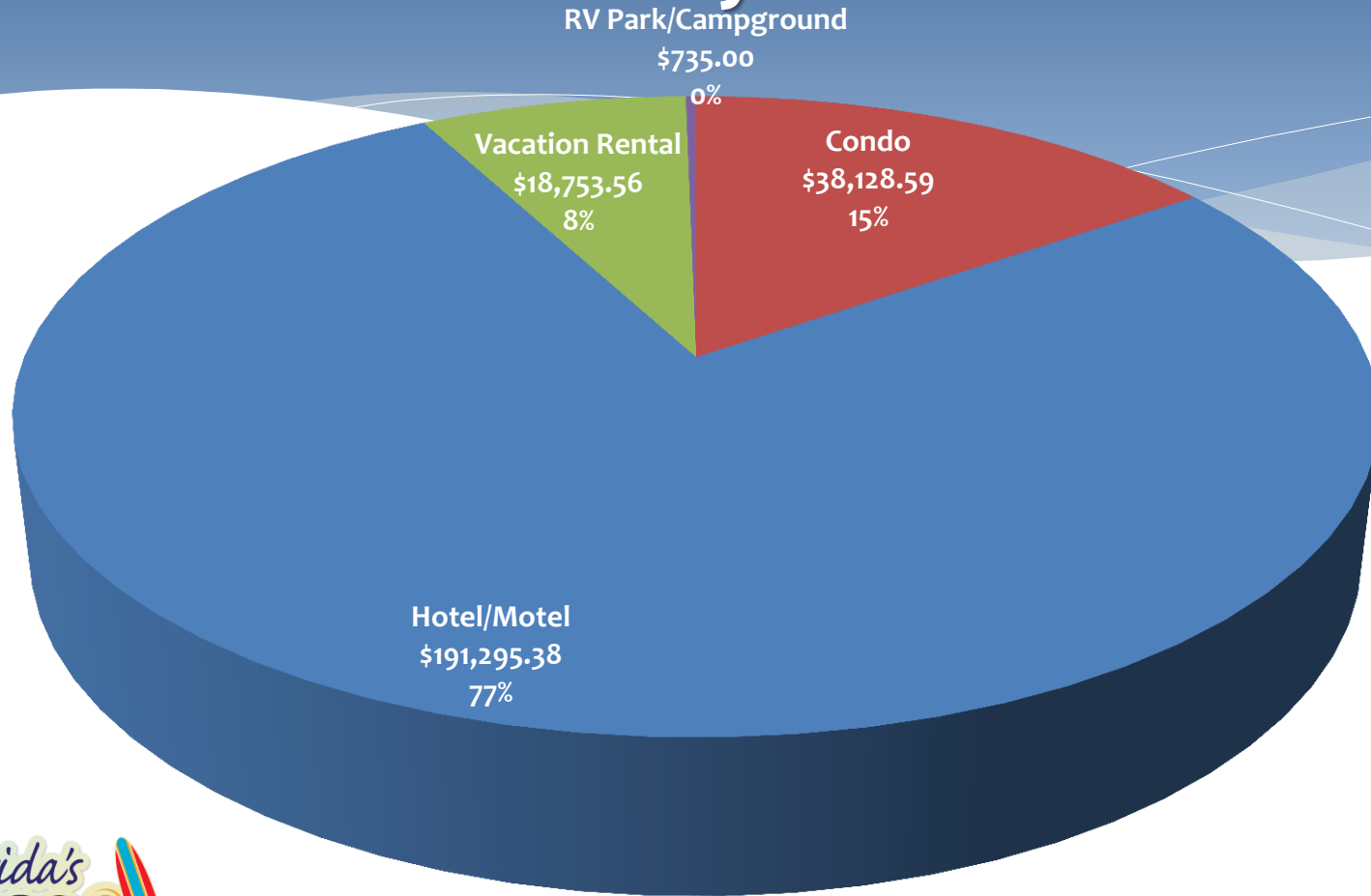


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# Melbourne Beach Area by Type

## February 2016



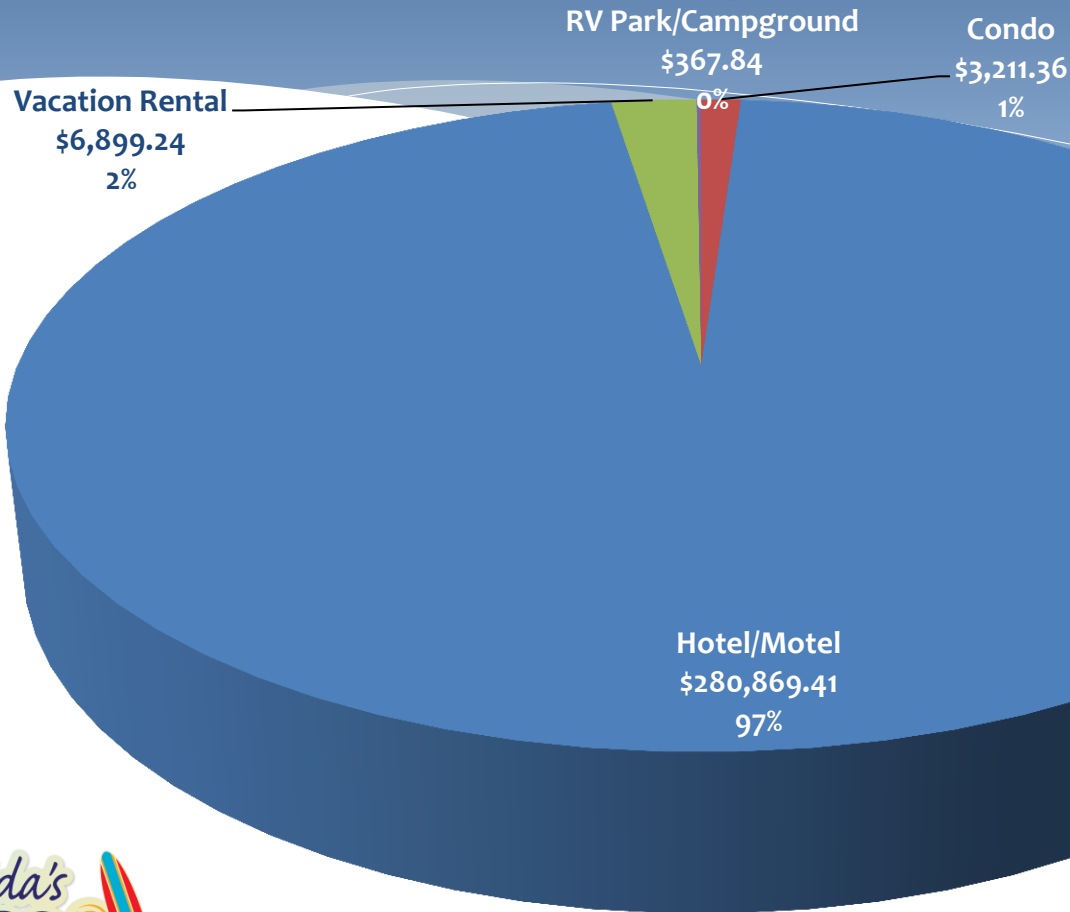
**\$248,912.53**



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# Melbourne-Viera-Palm Bay Area by Type February 2016



**\$291,347.85**

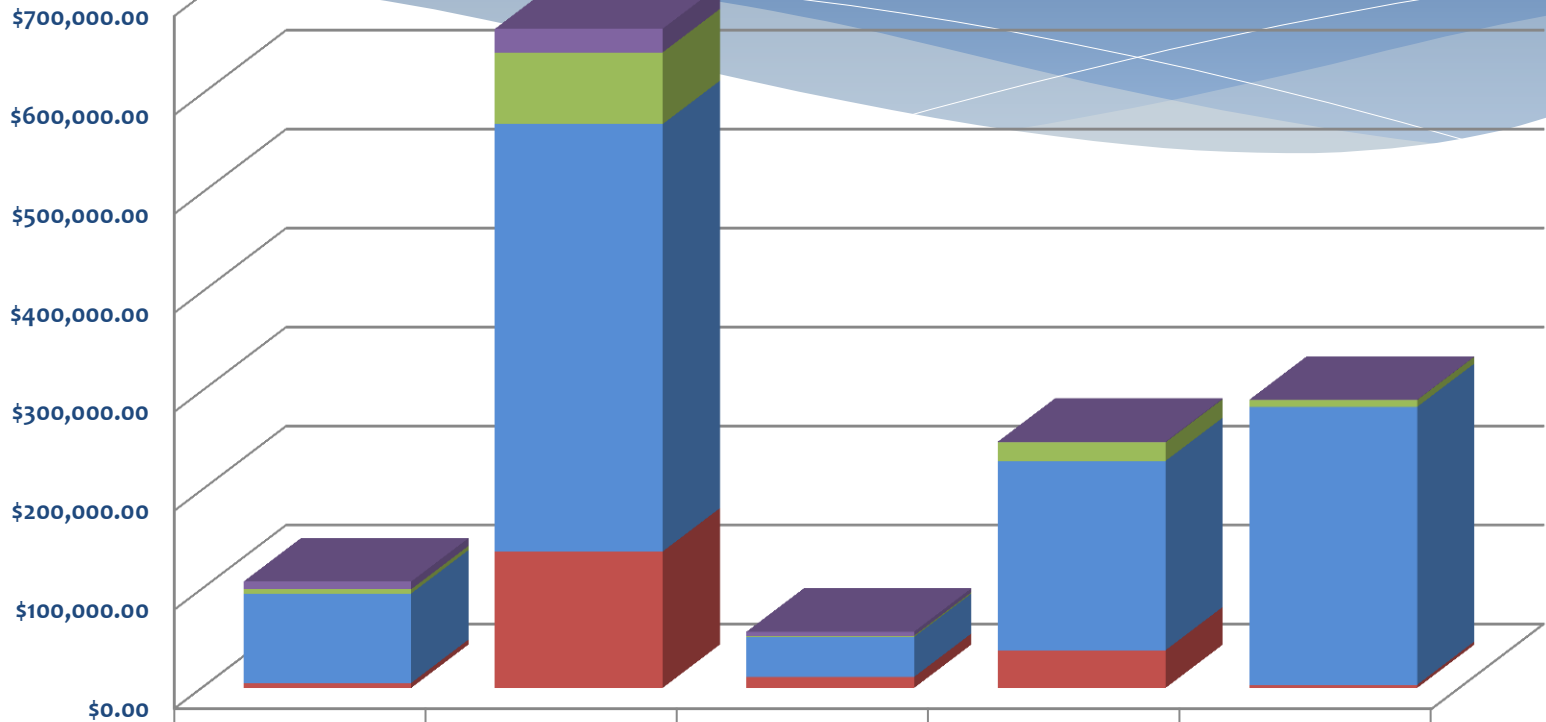


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# Tourist Tax Collections by Type

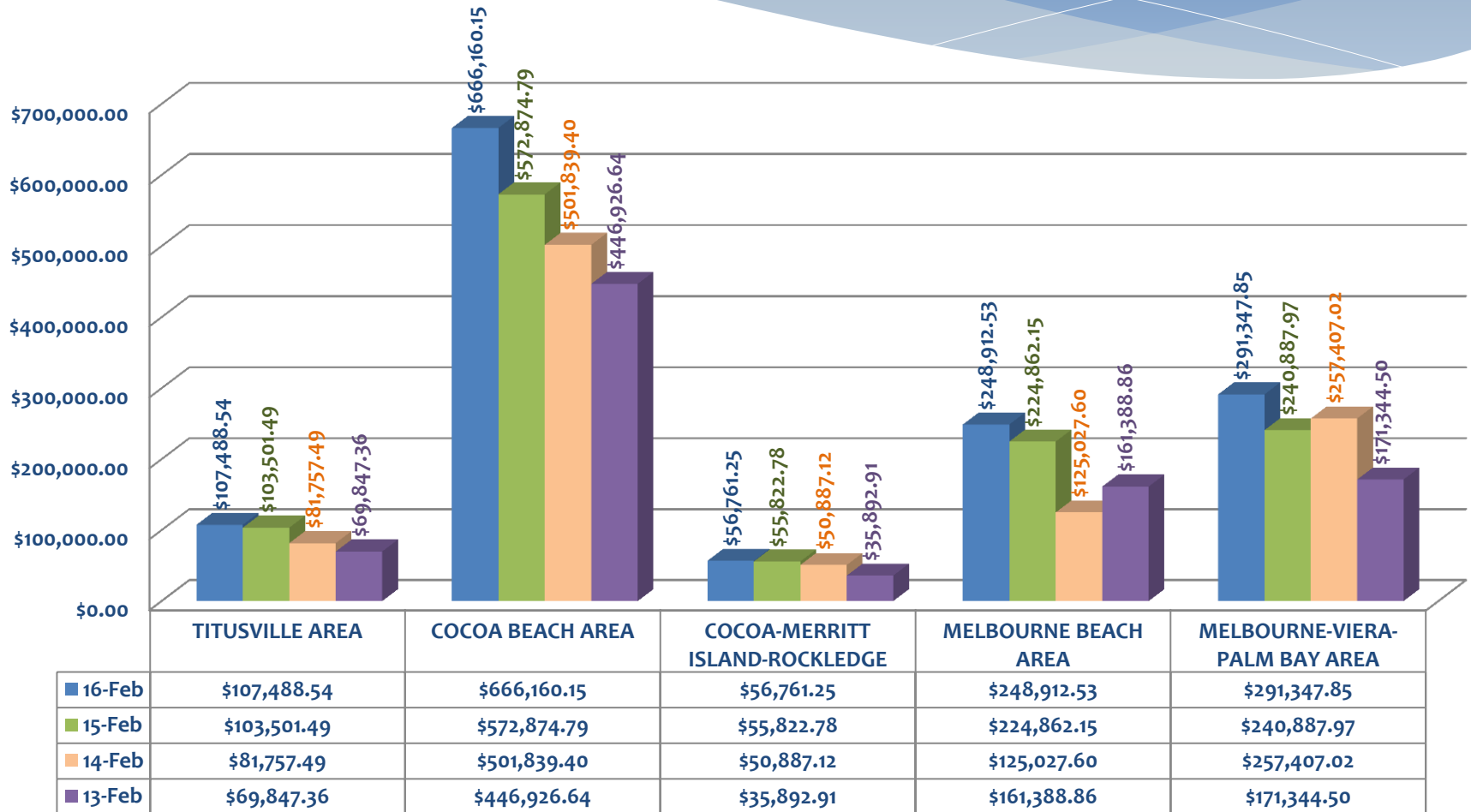
## February 2016



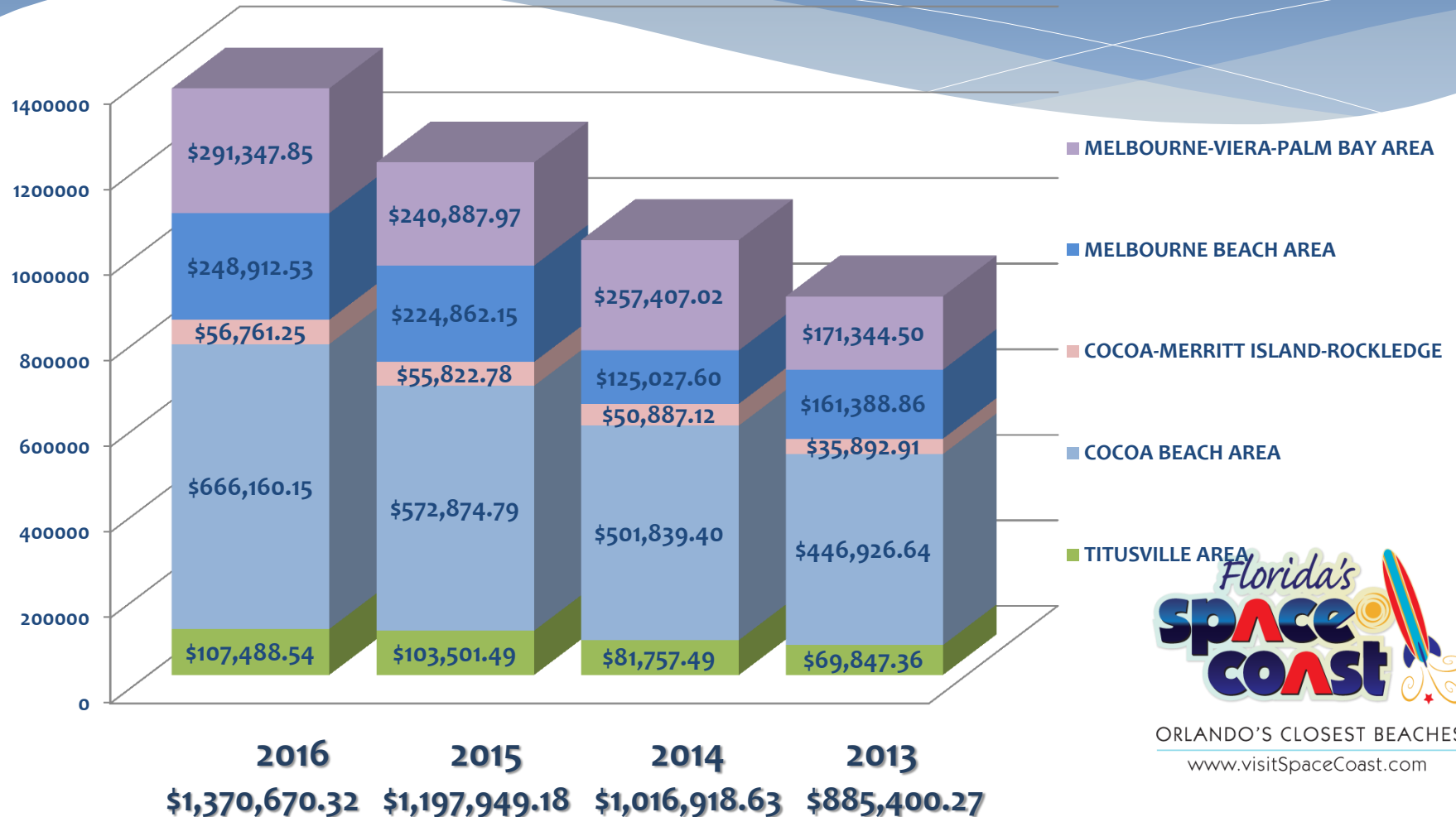
	TITUSVILLE AREA	COCOA BEACH AREA	COCOA-MERRITT ISLAND-ROCKLEDGE	MELBOURNE BEACH AREA	MELBOURNE-VIERA-PALM BAY AREA
RV Park/ Campground	\$7,813.93	\$23,853.44	\$3,971.99	\$735.00	\$367.84
Vacation Rental	\$4,201.93	\$72,527.79	\$1,279.33	\$18,753.56	\$6,899.24
Hotel/Motel	\$90,466.22	\$431,942.03	\$40,395.44	\$191,295.38	\$280,869.41
Condo	\$5,006.46	\$137,836.89	\$11,114.49	\$38,128.59	\$3,211.36

# Four Year February Comparison by Area

## FY13, FY14, FY 15 and YTD 16



# Four Year February Comparison by Area FY13, FY14, FY 15 and YTD 16



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# Revenue Analysis

## FY14, FY15 and YTD FY16

MONTH	FY2016	FY 2015	2016 TO 2015		FY 2014	2015 TO 2014		FY 2013	2014 TO 2013	
			\$Variance	% Variance		\$Variance	% Variance		\$Variance	% Variance
Oct	\$732,459.59	\$656,720.22	\$75,739.37	11.53%	\$553,752.95	\$102,967.27	18.59%	\$589,574.57	-\$35,821.62	-6.08%
Nov	\$716,955.54	\$645,180.40	\$71,775.14	11.12%	\$628,412.98	\$16,767.42	2.67%	\$519,533.74	\$108,879.24	20.96%
Dec	\$836,680.34	\$799,748.69	\$36,931.65	4.62%	\$618,482.68	\$181,266.01	29.31%	\$564,560.93	\$53,921.75	9.55%
Jan	\$993,095.92	\$963,272.47	\$29,823.45	3.10%	\$766,804.05	\$196,468.42	25.62%	\$651,326.27	\$115,477.78	17.73%
Feb	\$1,370,670.32	\$1,197,949.18	\$172,721.14	14.42%	\$1,016,918.63	\$181,030.55	17.80%	\$885,400.27	\$131,518.36	14.85%
Mar		\$1,621,787.49			\$1,421,795.30	\$199,992.19	14.07%	\$1,272,204.24	\$149,591.06	11.76%
Apr		\$1,078,431.92			\$921,980.58	\$156,451.34	16.97%	\$774,577.03	\$147,403.55	19.03%
May		\$896,290.14			\$795,122.19	\$101,167.95	12.72%	\$714,911.49	\$80,210.70	11.22%
Jun		\$916,539.50			\$844,773.85	\$71,765.65	8.50%	\$765,787.13	\$78,986.72	10.31%
Jul		\$1,028,875.77			\$925,107.99	\$103,767.78	11.22%	\$842,325.35	\$82,782.64	9.83%
Aug		\$774,931.99			\$796,370.41	-\$21,438.42	-2.69%	\$673,808.54	\$122,561.87	18.19%
Sep		\$712,282.27			\$766,539.45	-\$54,257.18	-7.08%	\$589,191.18	\$177,348.27	30.10%
TOTAL	\$4,649,861.71	\$11,292,010.04	\$386,990.75	9.08%	\$10,056,061.06	\$1,235,948.98	12.29%	\$8,843,200.74	\$1,212,860.32	13.72%

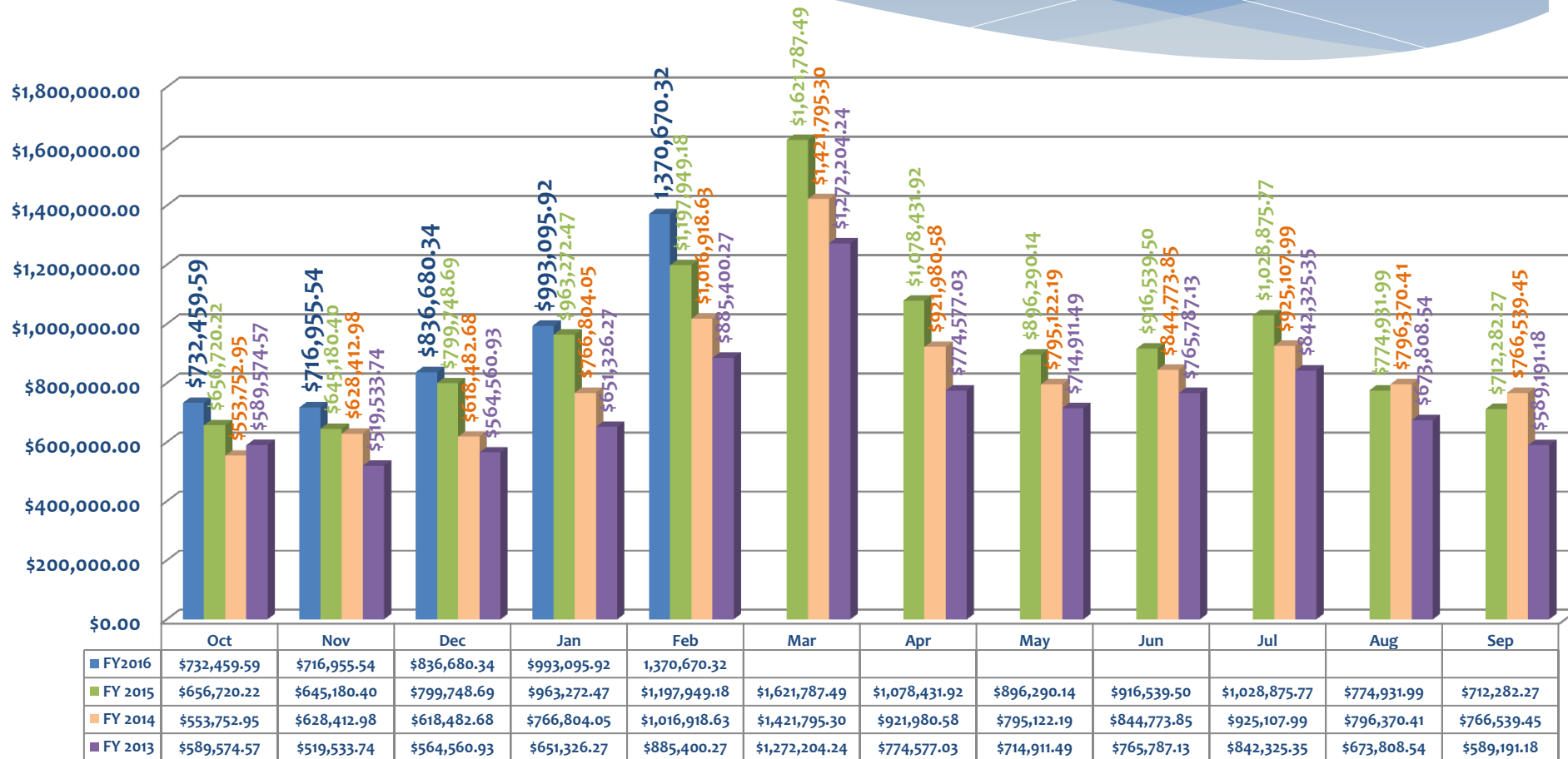


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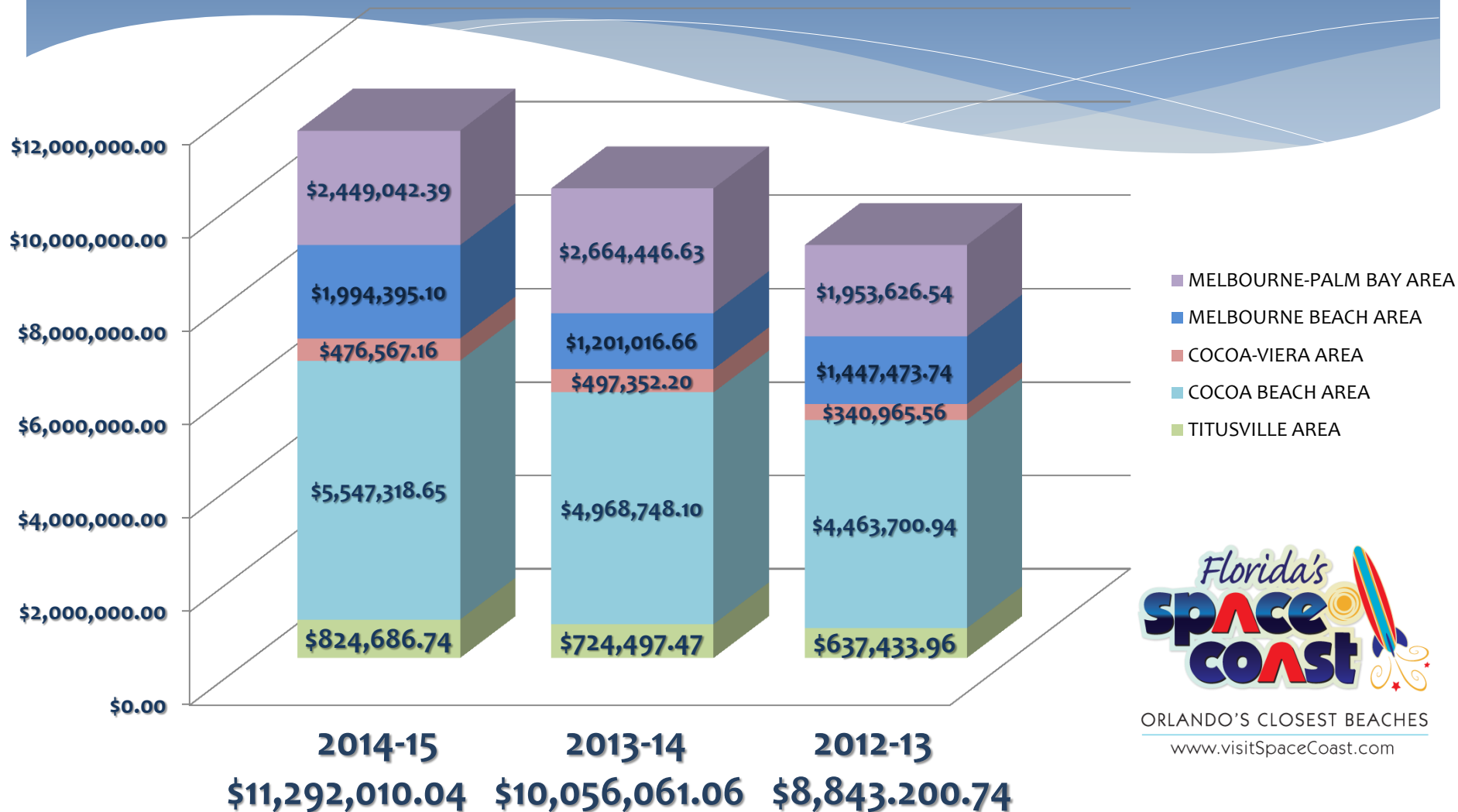
# Revenue Analysis

## FY13, FY14, FY 15 and YTD 16





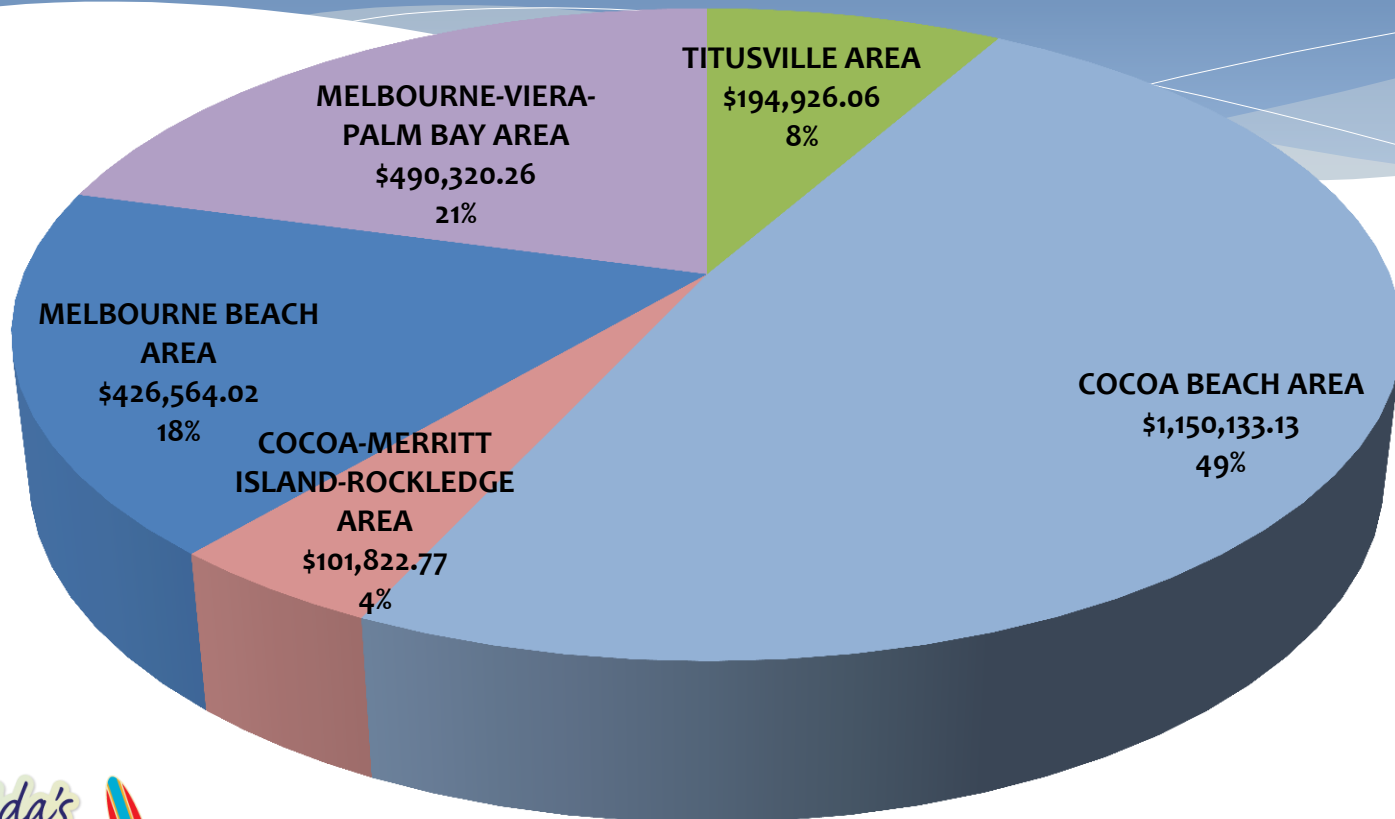
# Three Year Comparison by Area



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# Tourist Tax Collections by Area

## Calendar Year 2016 as of February 29th



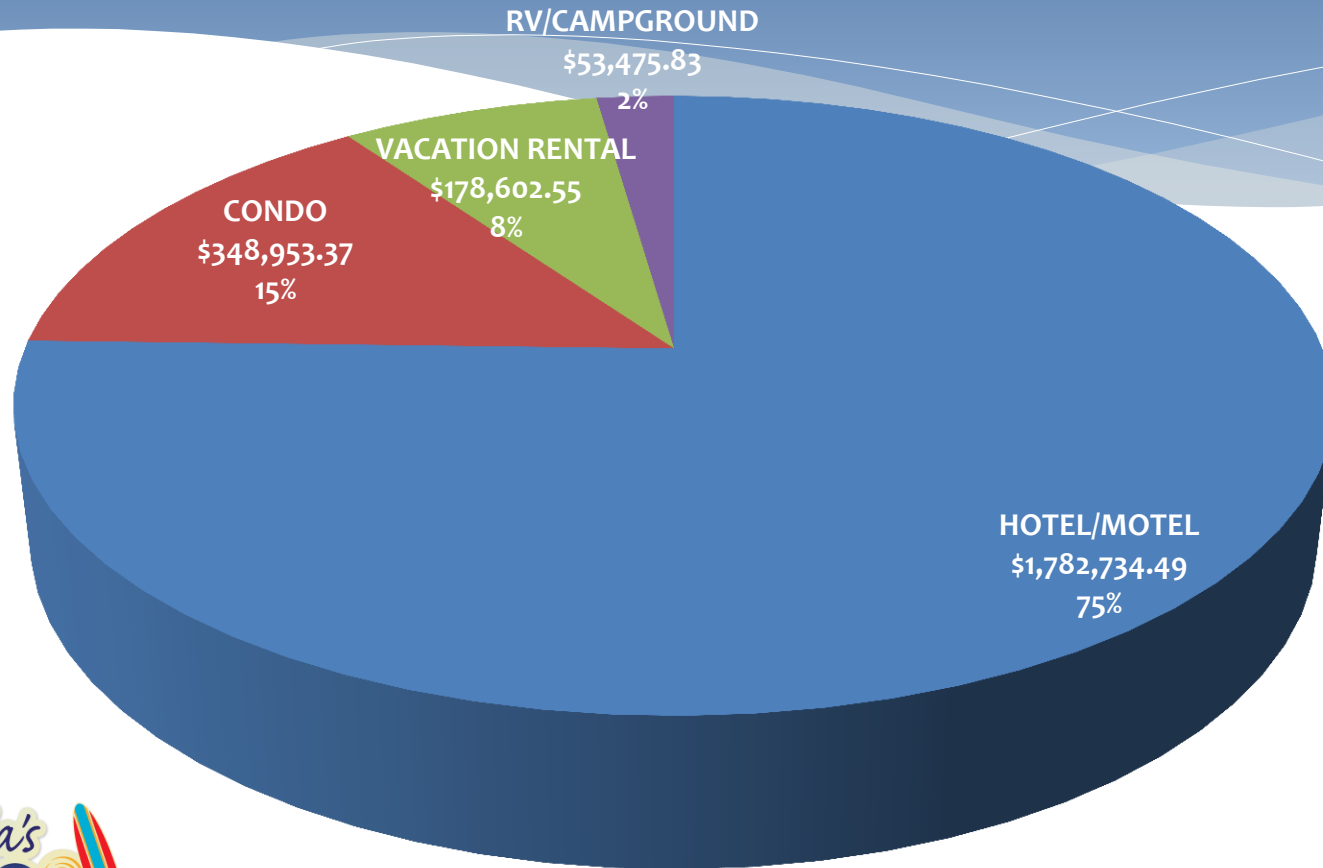
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# \$2,363,766.24



# Tourist Tax Collections by Type

## Calendar Year 2016 as of February 29th



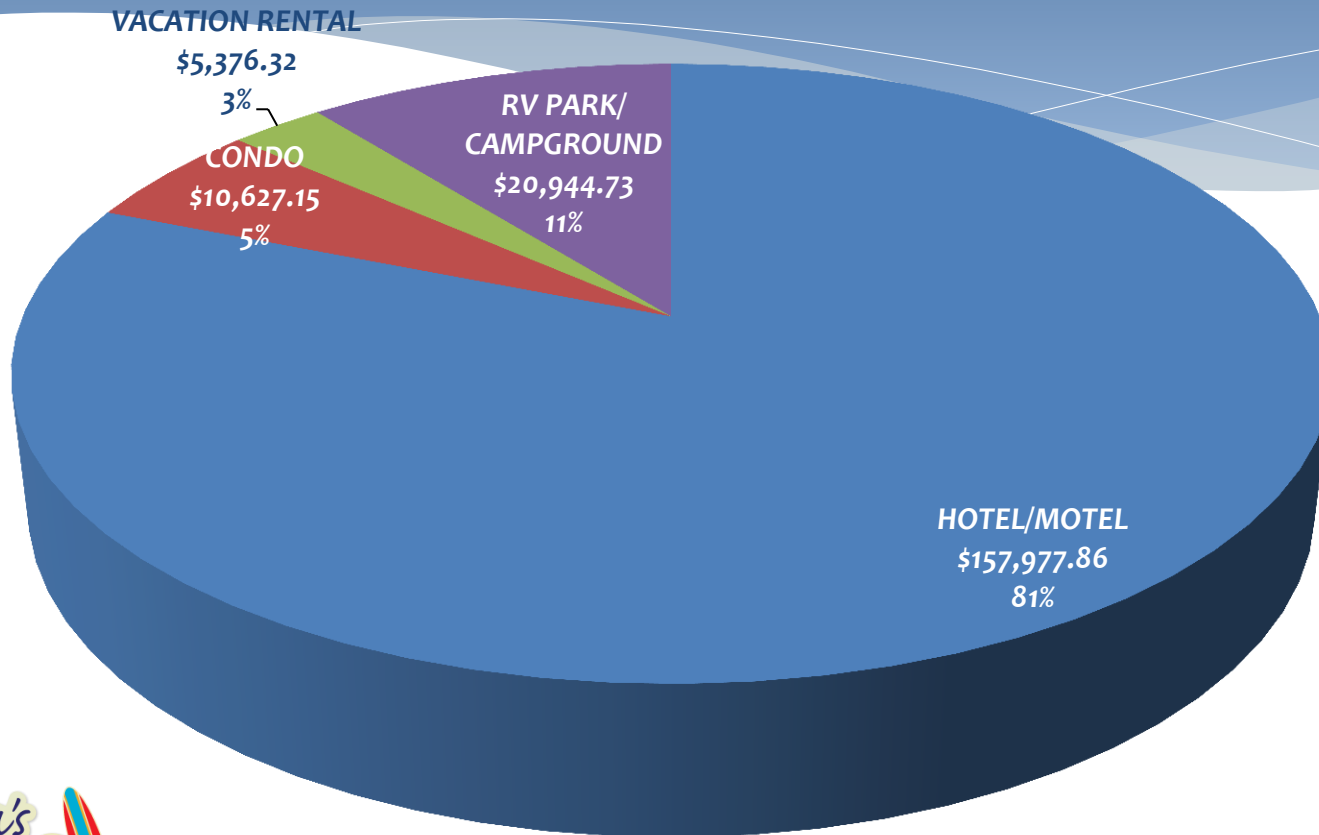
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2,363,766.24



# Titusville Area by Type

## Calendar Year 2016 as of February 29th



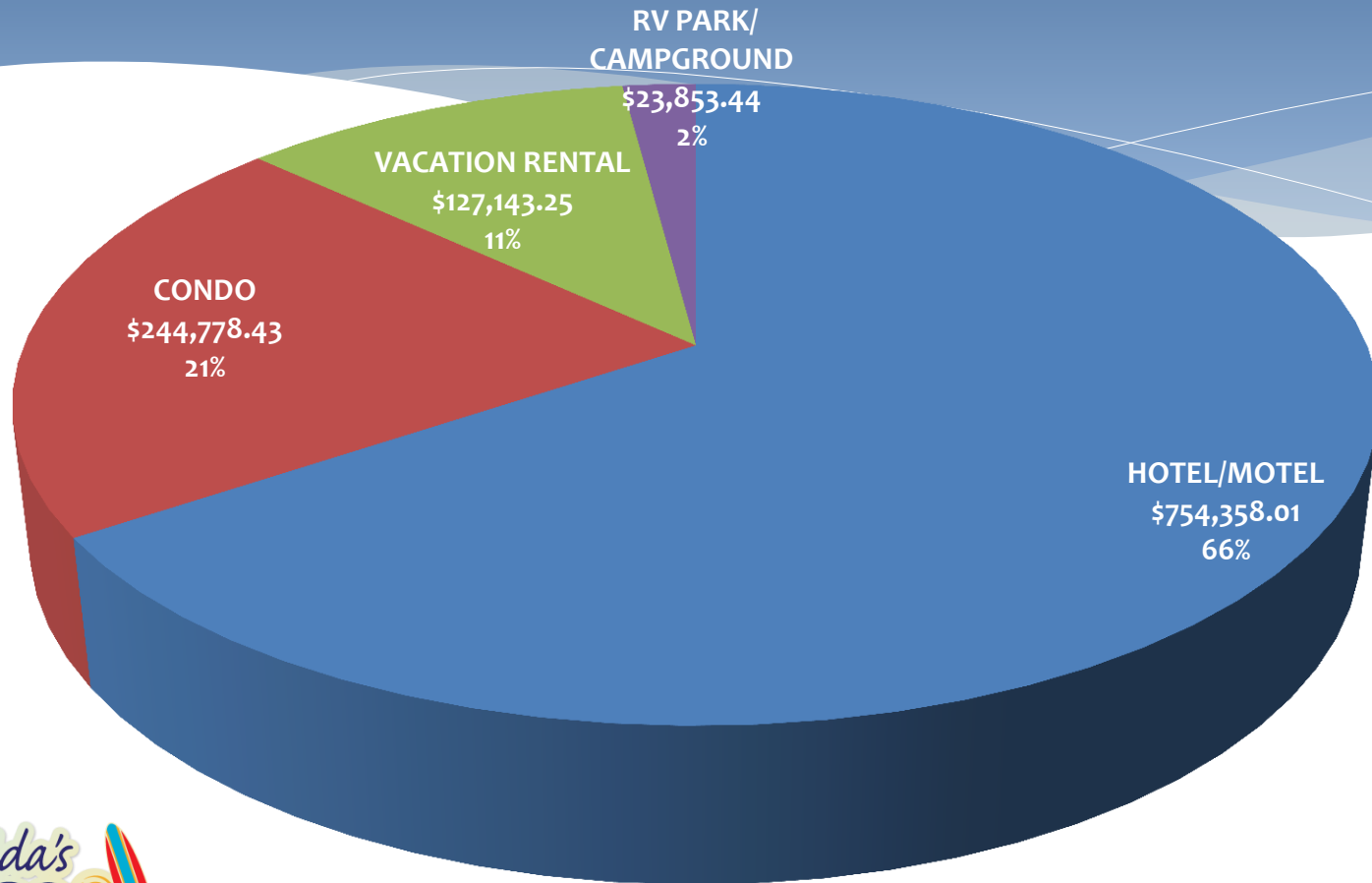
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**\$194,926.06**



# Cocoa Beach Area by Type

## Calendar Year 2016 as of February 29th

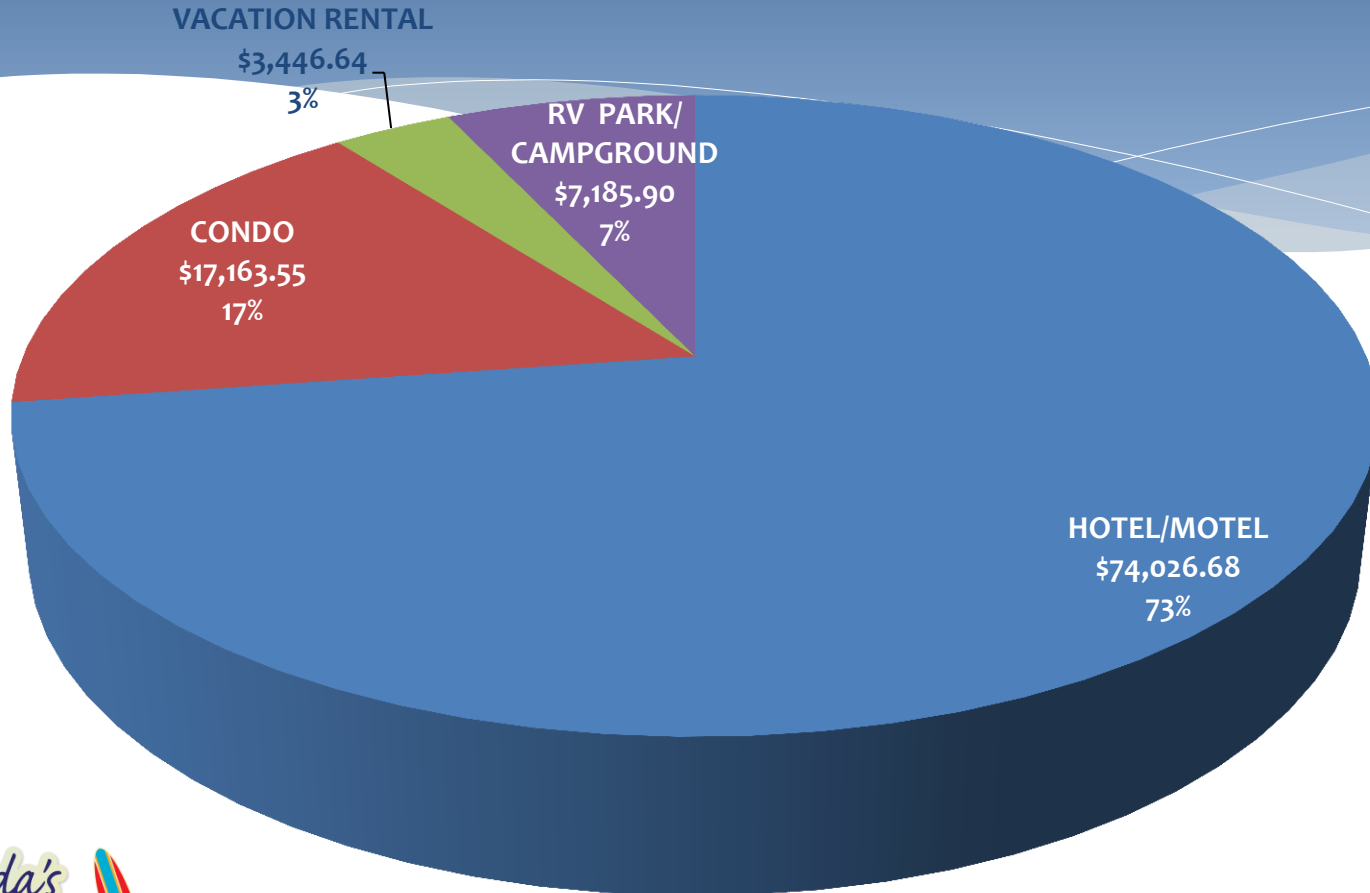


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**\$1,150,133.13**



# Cocoa-Merritt Island-Rockledge Area by Type Calendar Year 2016 as of February 29th

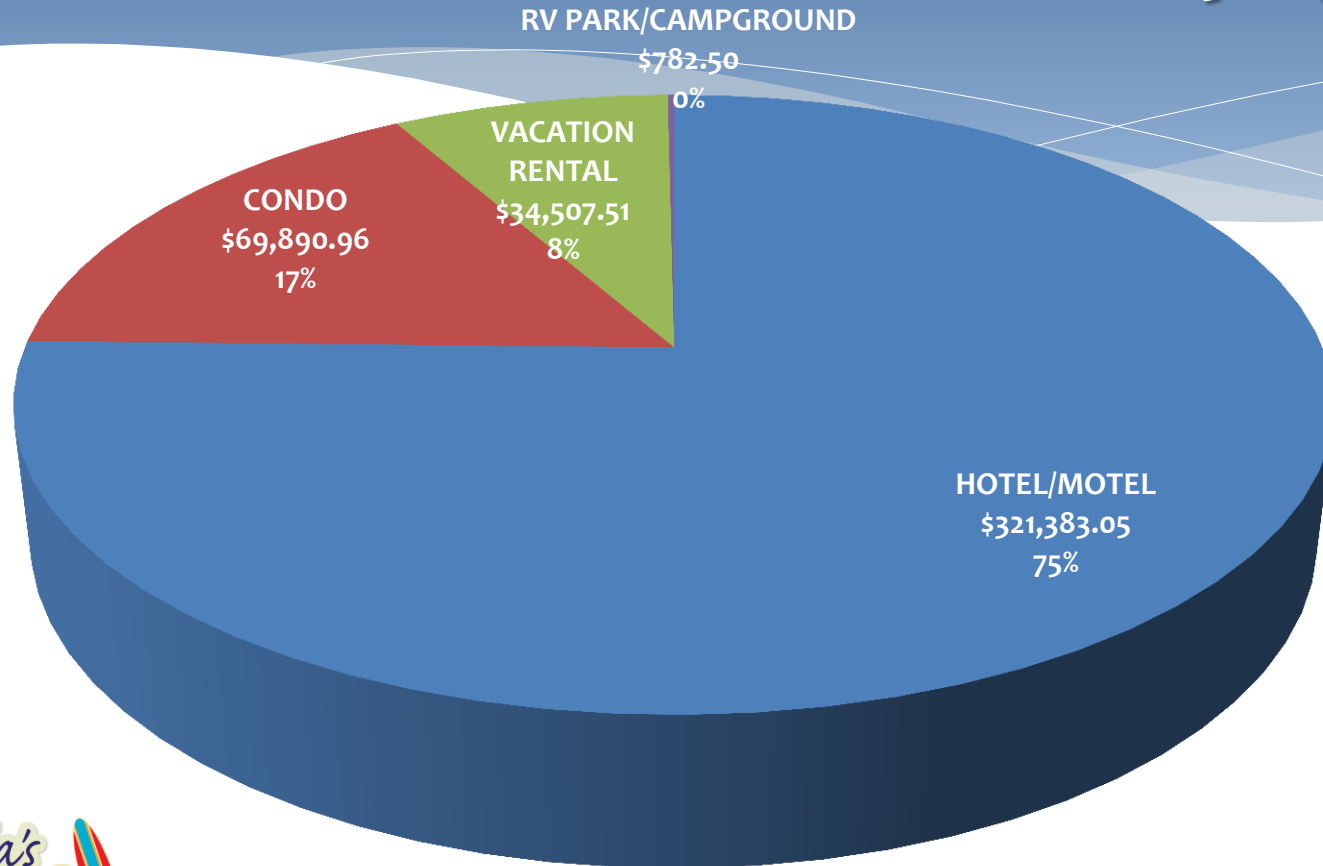


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**\$101,822.77**



# Melbourne Beach Area by Type Calendar Year 2016 as of February 29th

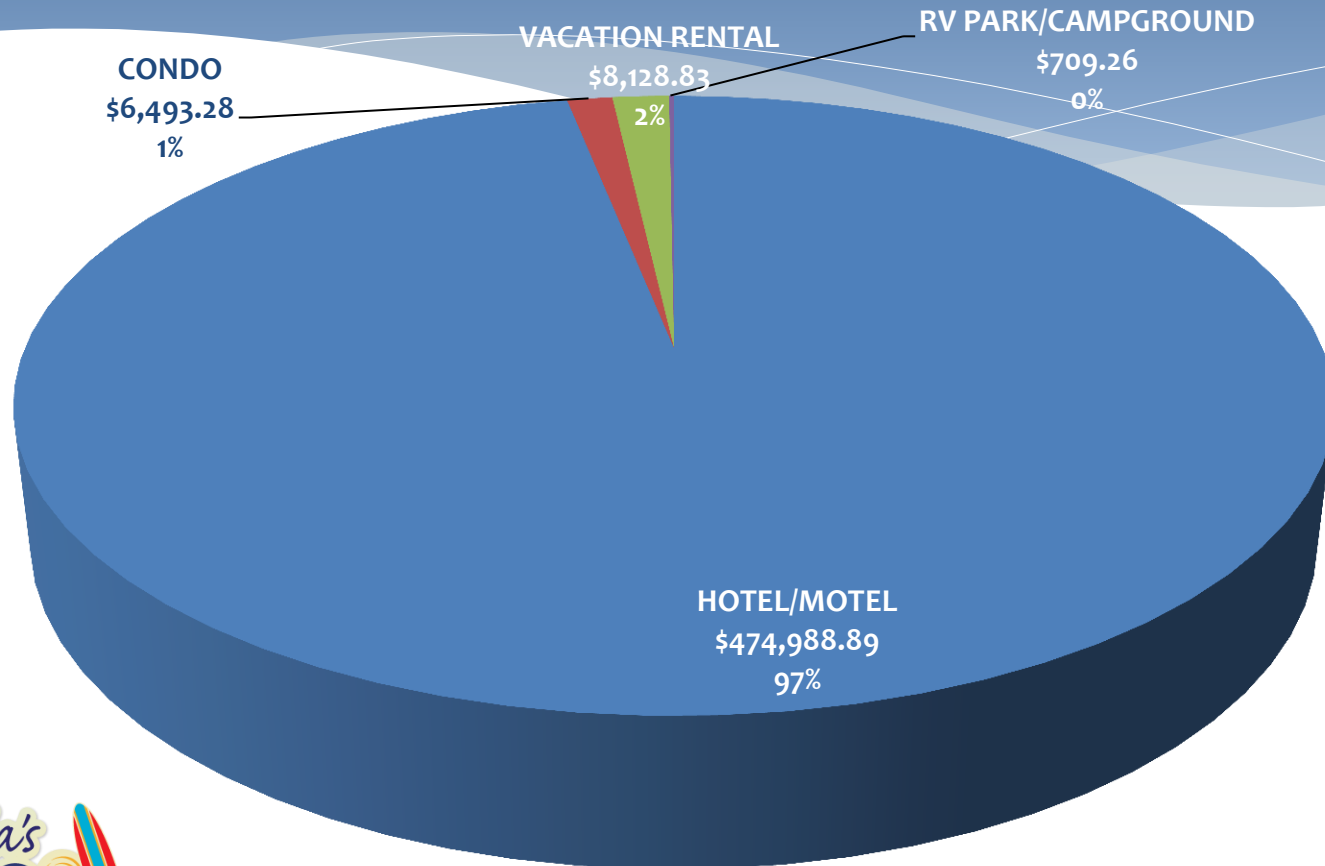


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**\$426,564.02**



# Melbourne-Viera-Palm Bay Area by Type Calendar Year 2016 as of February 29th



**\$490,320.26**

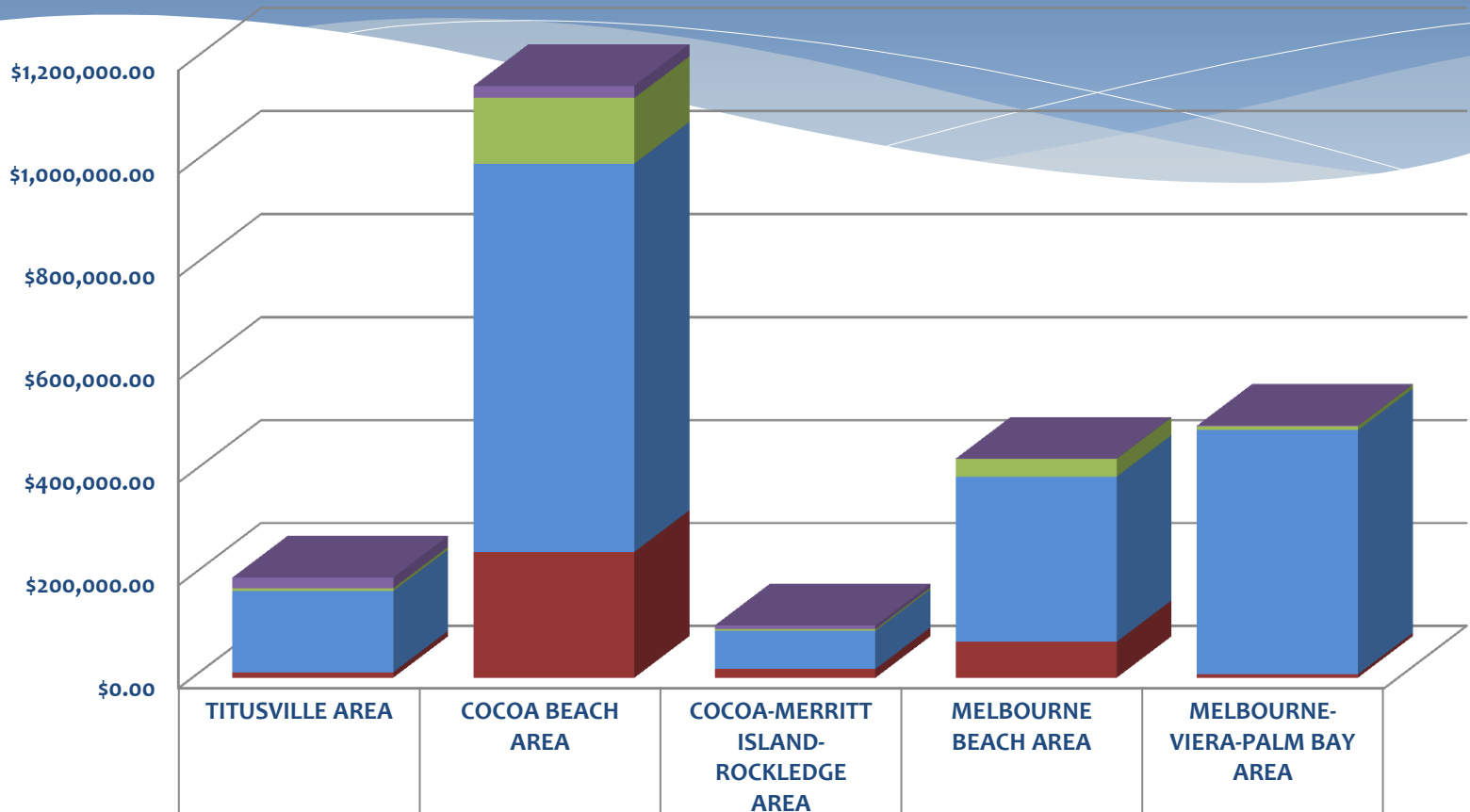


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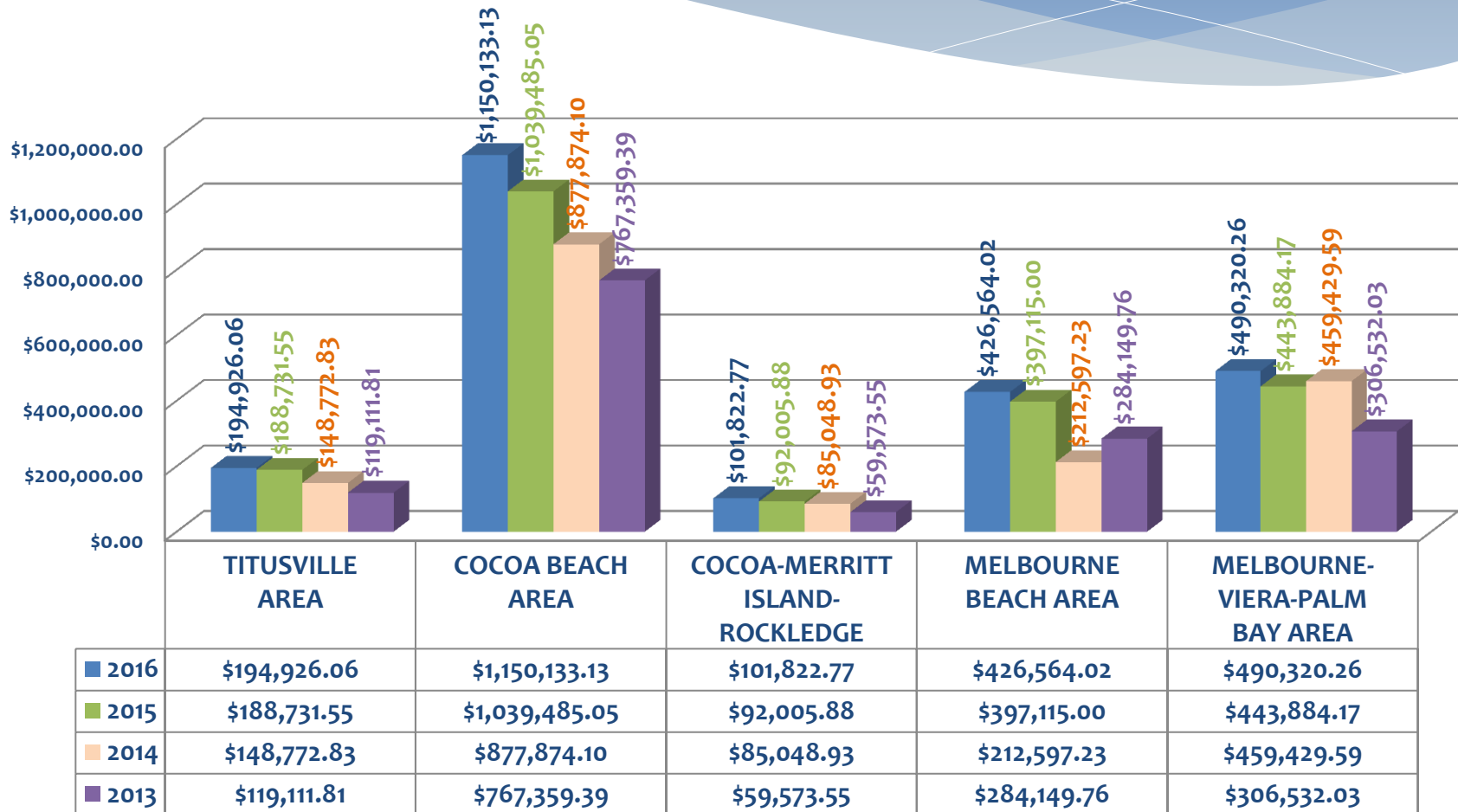


# Tourist Tax Collections by Type as of February 29th Calendar Year 2016

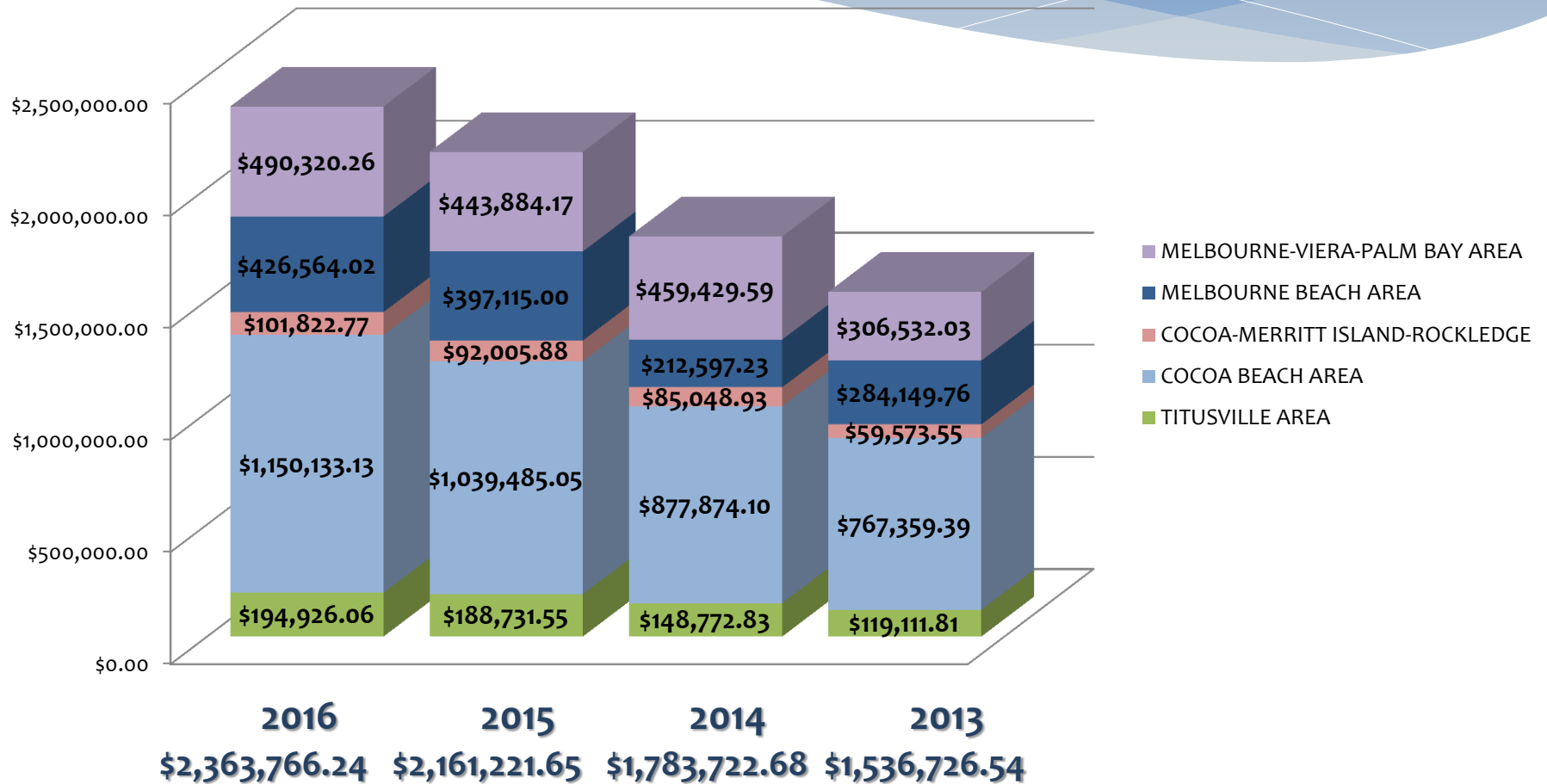


RV PARK/CAMPGROUND	\$20,944.73	\$23,853.44	\$7,185.90	\$782.50	\$709.26
VACATION RENTAL	\$5,376.32	\$127,143.25	\$3,446.64	\$34,507.51	\$8,128.83
HOTEL/MOTEL	\$157,977.86	\$754,358.01	\$74,026.68	\$321,383.05	\$474,988.89
CONDO	\$10,627.15	\$244,778.43	\$17,163.55	\$69,890.96	\$6,493.28

# Four Year Comparison by Area as of February 29th Calendar Year 2013, 2014, 2015 & 2016



# Four Year Comparison by Area as of February 29th Calendar Year 2013, 2014, 2015 & 2016

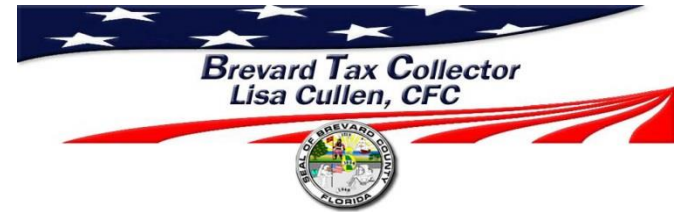


# Supporting Data and Service Contributions



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Planning & Development